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09/855,971	05/15/2001	Takao Omachi	NEC N01268	1601

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EXAMINER
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SHELEHEDA, JAMES R

ART UNIT	PAPER NUMBER
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2623

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	02/21/2007	PAPER

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If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.



## DETAILED ACTION

### *Response to Arguments*

1. Applicant's arguments filed 01/03/07 have been fully considered but they are not persuasive. Applicant argues that the teaching of using the same channel frequency to display selected commercial messages is not taught by Wilkins. The examiner respectfully disagrees. *Wilkins* discloses individual channels to deliver a plurality of commercials. Looking to Figure 3 (also see Figures 4-7), channel 2 will carry a plurality of commercials over a time period. Following program segment 340, will be another commercial on channel 2. Channels 2, 4 and 5 will each have a plurality of commercials transmitter over the same channel frequency (looking at either channel 2, 4 or 5) over a time period. Furthermore, it is well known in the art to present multiple commercial within a time slot. Channels 1, 4 and 5, are multiple channels, which are inherently different frequencies. These channel carry audio/voice information at least during the commercial segment. At any given single point in time only one channel is being displayed to the user. While applicant arguments appear to consider a "time period" to constitute a single commercial slot, the claims do not define the length or duration of the particular time period. Thus, as indicated in the rejections and previous actions, the "time period" of Wilkins described by Wilkins is the time period of one or several programs. Thus, the time period consisting of one or several programs, a plurality of commercials will be transmitted. As the claims do not require any specific time period, applicant's arguments are not convincing.

*Claim Rejections - 35 USC § 103*

2. The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

3. Claims 1, 3, 7, 13, and 15 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Wilkins* (US Pat. No. 5,466,919) in view of *Dedrick*. (US Pat. No. 5,717,923).

As to claim 1, *Wilkins* discloses a system for transmitting and receiving commercial messages ("CM") and/or advertisements comprising a broadcast station terminal, which transmits a plurality of compressed audiovisual signals (i.e., scaled-down and synthesized images/voices). The system also comprises a transmitting device used to modulate said audiovisual signal and a receiving terminal, which automatically selects a commercial message based upon a subscriber's profile. Lastly, the transmitted CM's contain identification information, such as that described at Column 11, Lines 27-38. (Abstract; Col. 2, Ln. 44-53; Col. 8, Ln. 42-61; Col. 9, Ln. 13-19; Col. 6, Ln. 43-67; col. 17, Ln. 14-22; Col. 9, Ln. 32-40; Col. 10, Ln. 1-11; Col. 11, Ln. 27-38).

But, *Wilkins* fails to disclose a viewer attribute setting device, which is used by the viewer to set his or her attributes (e.g., age and sex) in advance. However, within the same field of endeavor, *Dedrick* discloses a similar system having a graphical user interface whereby the user is allowed to set personal attributes (i.e., age, sex, and other

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preferences) in advance. (Abstract; Col. 3, Ln. 37-Col. 4, Ln. 10). Accordingly, it would have been obvious to one having ordinary skill in this art at the time of Applicant's invention to combine the systems of *Wilkins* and *Dedrick*, thereby providing the user with more control and/or privacy over his or her profile attributes.

Claim 13 corresponds to the system claim 1. Thus, it is analyzed and rejected as previously discussed.

Claim 3 recites the system of claim 1, further comprising limitations too numerous to recite herein. (refer to claim sheet). As to claim 3, *Wilkins* further discloses transmitting digital CM/identification information within the vertical blanking interval ("VBI"). (Col. 2, Ln. 31-40; Col. 6, Ln. 49-58; Col. 8, Ln. 43-55). Moreover, in digital transmission, it is inherent to transmit data in packets.

Regarding the limitation addressing analog transmission, the Examiner takes Official Notice that, at the time of Applicant's invention, it was notoriously well-known in the art to utilize analog transmission. Accordingly, it would have been obvious to one having ordinary skill in this art at the time of applicant's invention to further modify the combined systems of *Wilkins* and *Dedrick* to also include analog transmission, thereby enabling the system to be available to a broader range of subscribers. *[Note: At Col. 6, Ln. 49-58, one could argue that analog transmission is discussed because Wilkins specifically states the system also includes "future digital video systems." Therefore, one could infer the system, in general, is addressing analog transmissions.]*

Claim 15 corresponds to the system claim 3. Thus, it is analyzed and rejected as previously discussed.

As to Claim 7, *Wilkins* further teaches the system can also be controlled via a user's manual input. (Col. 10, Ln. 26-40). To clarify the Examiner's interpretation, *Wilkins* teaches the viewed channels (which contain commercial messages (Col. 9, Ln. 20-21)) can be determined by the viewer's channel selection. The remainder of Claim 7's limitations are encompassed within Claim 1. Accordingly, the combined systems of *Wilkins* and *Dedrick* disclose all limitations of claim 7.

*[Note: Although not relied upon to reject Claim 7, Hendricks et al, US Pat. No. 5,990,927, disclose a set top terminal which allows the user to manually select commercials. (Col. 22, Ln. 29-33).]*

4. Claims 2, 4, 6, 8, 14, and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Wilkins* in view of *Dedrick*, as discussed under Claim 1, and further in view of *Wachob*. (US Pat. No. 5,155,591).

Claim 2 recites the system of claim 1, and further limitations too numerous to recite herein (refer to claim sheet). As discussed above, the combined systems of *Wilkins* and *Dedrick* render obvious all limitations of Claim 1, but fail to specifically disclose those of Claim 2. However, within the same field of endeavor, *Wachob* discloses a similar system wherein the receiving terminal (i.e., set top box) transmits CM/Identification information to the headend (i.e., advertising terminal) in order to provide statistical data. (Abstract; Col. 1, Ln. 39-55; Col. 2, Ln. 43-49; Col. 8, Ln. 17-66; Col. 10, Ln. 27-43). Accordingly, it would have been obvious to one having ordinary skill in this art at the time of applicant's invention to combine the systems of *Wilkins*,

*Dedrick*, and *Wachob* in order to provide a system which maintains real-time records of demographic characteristics of subscribers and the programs they watch.

Claim 8 corresponds to Claim 2. Thus, it is analyzed and rejected as previously discussed.

As to claim 4, *Wilkins* further discloses the system is capable of switching between alternate commercials (i.e., cutting) and capable of two-way transmission, thereby allowing communication of certain data back to the headend (i.e., advertiser terminal). (Col. 6, Ln. 37-42; Col. 8, Ln. 4-40; Col. 11, Ln. 27-39). Moreover, the system also inherently expands the transmitted data because it can be compressed before transmission. (as discussed under the rejection of claim 1). If the data is compressed, it must be decompressed (i.e., expanded) before it can be displayed. The remainder of the limitations are either inherent (such as the speaker) or were encompassed within claim 1. Accordingly, the combined systems of *Wilkins*, *Dedrick*, and *Wachob* disclose all limitations of claim 4.

Claim 6 is encompassed within the limitations of Claim 2. Thus, it is analyzed and rejected as discussed therein.

The limitations of Claim 14 are combinations of limitations recited in Claims 1, 4 and 6. Thus, it is analyzed and rejected as discussed therein.

The limitations of Claim 19 are combinations of limitations recited in Claims 1 and 7. Thus, it is analyzed and rejected as discussed therein.

### ***Conclusion***

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**5. THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

**6.** The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

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Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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